RALEIGH

LAWRENCEVILLE

FORK UNION

CHASE CITY

WILLIAMSBURG

WAVERLY

HARRISONBURG

EMPORIA

BOYDTON

MONTVALE

AMHERST

The Peinach Gen

Special Offerings for This Week



A fortunate purchase from one of New York's best makers enables us to offer 100 of the newest, snappiest Coats at a most substantial saving in price. These In most cases there are only one or two of a style. The accompanying illustration gives a faint idea of four styles.

At \$9.75, \$12.75, \$15.00, \$18.75 and \$25.00

Special Sale of Suits at \$29.75

We sincerely believe that these Suits are superior to many garments offered at \$35.00 and \$40.00. They are all brand new models, in both long and short effects; many are trimmed with fur, all are exquisitely tailored and the materials are the most desirable of the season. Plenty of the wanted colors, including Russian green, tete de negre and plum. Exclusive models at popular prices.

Trimmed Millinery

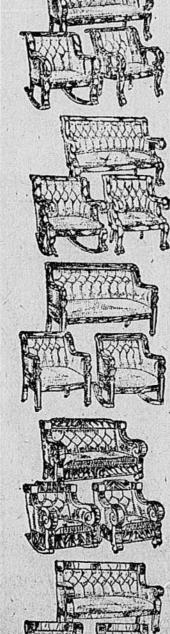
Every Hat an exclusive model, of unquestionable style and smartness, the products of New York's most clever designers, combined with the creations of our own workrooms. The kind of Hats that fashionable conservative women everywhere admire, and our prices are most reasonable.

\$7.50 to \$50.00

Our Other Departments

Permit us to call your attention to our other departments-EVENING GOWNS, STREET DRESSES, SEPARATE BLOUSES, SEPARATE SKIRTS, COR-

SETS, PETTICOATS, GLOVES and HOSIERY. Every department is full of bright new merchandise of the wanted kinds and at prices the lowest possible consistent





May We Show You the Finest Stocks of Parlor Suits We've Ever Assembled?

the very style and kind of Parlor Suit you want, because the selections are the result of years of study of WHAT HOME-LOVERS WANT! We know they want style, beauty AND MONEY'S WORTH. That is what you find

All at "Low Profit Policy" Prices

Some stores believe in "long profits" on each sale. We go to the other extreme and mark our goods on a very small margin of profit. We depend upon large sales and a growing circle of friends for our profits. As best proof, get our prices AND COMPARE!

The Heater That Accomplishes Wonders The Alert Heater

When a heater has earned a record of saving coal in thousands of Richmond homes, you may be sure that it is the very heater for you. We stand back of the ALERT. We know it will please you. May we show you?

Your Chance to Own a Hoosier Kitchen Cabinet. Just \$1 cash will put any of the new models in your home NOW. "CLUB TERMS"—ask



